



# *North Carolina*

*Division of Tourism, Film and Sports Development*

2009-2010 STRATEGIC PLAN

2009-2010

# *Strategic Plan*



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## Board Members

*Due to the change in administration, the Travel & Tourism Board, the Film Council and the Wine & Grape Council may have new appointees in early 2009. Please go to [nccommerce.com/tourism](http://nccommerce.com/tourism) to view the most current list of members.*

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John Meroski	Fayetteville Area Convention & Visitors Bureau	245 Person Street	Fayetteville	28301	(910) 483-5311	(800) 255-8217	(910) 484-6632	www.visitfayettevillenc.com	jmeroski@visitfayettevillenc.com
Linda Harbuck	Franklin Area Chamber of Commerce	425 Porter Street	Franklin	28734	(828) 524-3161	(800) 336-7829	(828) 369-7516	www.franklin-chamber.com	lindah@franklin-chamber.com
Brenda Fuller	Franklin County Chamber of Commerce	P.O. Box 62	Louisburg	27549	(919) 496-3056		(919) 496-0422	www.franklin-chamber.org	bfuller@franklin-chamber.org
Walter Israel	Gaston County Dept. of Tourism	620 N. Main Street	Belmont	28012	(704) 825-4044	(800) 849-9994	(704) 825-4029	www.gastontourism.com	walter.israel@co.gaston.nc.us
Toby Chappell	Gates County Manager	202 Court Street, Box 148	Gatesville	27938	(252) 357-1240		(252) 357-0073	www.gatescounty.govoffice2.com	tobychappell@embarqmail.com
Judy Jones	Graham County Travel & Tourism Authority	12 N. Main Street	Robbinsville	28771	(828) 479-3790	(800) 470-3790	(828) 479-4733	www.grahamcountytravel.com	info@grahamcountytravel.com
Ginnie Currin	Granville County Chamber of Commerce	P.O. Box 820	Oxford	27565	(919) 693-6125		(919) 693-6126	www.granville-chamber.com	granvillechamber1@embarqmail.com
Betsy Rosemann	Goldsboro-Wayne County Travel & Tourism	P.O. Box 1107	Goldsboro	27533	(919) 734-2245		(919) 734-2247	www.greatergoldsboro.com	betsyr@waynecountychamber.com
Jessica Icenhour	Greater Mount Airy Chamber of Commerce	P.O. Box 913	Mount Airy	27030	(336) 786-6116	(800) 948-0949	(336) 786-1488	www.visitmayberry.com	tourism@visitmayberry.com
Dennis Edwards	Greater Raleigh Convention & Visitors Bureau	P.O. Box 1879	Raleigh	27602-1879	(919) 834-5900	(800) 849-8499	(919) 831-2887	www.visitraleigh.com	dedwards@visitraleigh.com
Chris Roberson	Greene County Economic Development Commission	229 Kingold Blvd. #D	Snow Hill	28580	(252) 747-5801		(252) 747-3884	www.co.greene.nc.us	croberson@co.greene.nc.us
Henri Fourrier	Greensboro Area Convention & Visitors Bureau	2200 Pinecroft Rd., Suite 200	Greensboro	27407	(336) 274-2282	(800) 344-2282	(336) 230-1183	www.visitgreensboronc.com	hfourrier@visitgreensboronc.com
Debbie Vargas	Greenville-Pitt County Convention & Visitors Bureau	P.O. Box 8027	Greenville	27835	(252) 329-4200	(800) 537-5564	(252) 329-4205	www.visitgreenvillenc.com	debbie@visitgreenvillenc.com
Lori Medlin	Halifax County Tourism Development Authority	260 Premier Blvd.	Roanoke Rapids	27870	(252) 535-1687	(800) 522-4282	(252) 535-5767	www.visithalifax.com	lmedlin@visithalifax.com
Lynn Collins	Haywood County Tourism Development Authority	1233 N. Main Street, Suite 1-40	Waynesville	28786	(828) 452-0152	(800) 334-9036	(828) 452-0153	www.smokeymountains.net	lynn@smokeymountains.net
Melody Heltman	Henderson County Travel & Tourism	P.O. Box 721	Hendersonville	28793	(828) 693-9708	(800) 828-4244	(828) 697-4996	www.historichendersonville.org	tourism@historichendersonville.org
Bebe Leitch	Hickory Metro Convention & Visitors Bureau	1960-A 13th Ave. Drive SE	Hickory	28602	(828) 322-1335	(800) 509-2444	(828) 322-8983	www.hickorymetro.com	bleitch@hickorymetro.com
Karin Moss	High County Host	1700 Blowing Rock Rd.	Boone	28607	(828) 264-1299	(800) 438-7500	(828) 265-0550	www.highcountryhost.com	karin@highcountryhost.com
Charlotte Young	High Point Convention & Visitors Bureau	P.O. Box 2273	High Point	27261	(336) 884-5255	(800) 720-5255	(336) 884-4352	www.highpoint.org	cyoung@highpoint.org
Bob Kieltka	Highlands Area Chamber of Commerce	P.O. Box 62	Highlands	28741	(828) 526-5841		(828) 526-5803	www.highlandschamber.org	president@highlandschamber.org
Joan Sears	Hyde County Chamber of Commerce	206 46 US Hwy 264	Swan Quarter	27885	(252) 926-9171	(888) 493-3826	(252) 926-9041	www.hydecountry.org	hydecocc@embarqmail.com
Julie Spiro	Jackson County Chamber of Commerce	773 West Main Street	Sylva	28779	(828) 586-2155	(800) 962-1911	(828) 586-4887	www.mountainlovers.com	julie@nc-mountains.com
Donna Bailey-Taylor	Johnston County Visitors Bureau	1535-A Booker Dairy Rd.	Smithfield	27577	(919) 989-8687	(800) 441-7829	(919) 989-6295	www.johnstoncountync.org	dbtaylor@johnstoncountync.org
Carol Hood	Jones County Economic Development Commission	P.O. Box 340	Trenton	28585	(252) 448-7571		(252) 448-1072	www.co.jones.nc.us	chood@co.jones.nc.us
Bruce Boyer	Kernersville Chamber of Commerce	136 E. Mountain Street	Kernersville	27284	(336) 993-4521		(336) 993-3756	www.kernersvillenc.com	bruceboyer@kernersvillenc.com
Shirley Brutko	Kings Mountain Office-Cleveland County Chamber of Commerce	P.O. Box 794	Kings Mountain	28086	(704) 739-4755		(704) 739-8149	www.clevelandchamber.org	shirley@clevelandchamber.org

Name	Organization	Mailing Address	City	Zip	Telephone	Toll-free Telephone	Fax	Web Address	Email
Jan Barwick	Kinston/Lenoir County Convention and Visitors Bureau	301 N. Queen Street	Kinston	28502	(252) 527-1131	(800) 869-0032	(252) 527-1914	www.visitkinston.com	jbarwick@visitkinston.com
Robin Bivens	Lexington Tourism Authority	114 E. Center Street	Lexington	27292	(336) 236-4218	(866) 604-2389	(336) 236-4220	www.visitlexingtonnc.com	rbivens@visitlexingtonnc.com
Ken Kindley	Lincolnton-Lincoln County Chamber of Commerce	P.O. Box 1617	Lincolnton	28093	(704) 735-3096		(704) 735-5449	www.lincolnchambernc.org	kkindley@bellsouth.net
Mickey Gregory	Lumberton Visitors Bureau	3431 Lackey Street	Lumberton	28360	(910) 739-9999	(800) 359-6971	(910) 739-9777	www.lumberton-nc.com	info@lumberton-nc.com
Lila Nikila	Madison County Tourism Development Authority	P.O. Box 1527	Mars Hill	28754	(828) 680-9031	(877) 262-3476	(828) 689-9584	www.visitmadisoncounty.com	madisontourism@main.nc.us
Sarah Katherine Adams	Martin County Travel & Tourism	P.O. Box 382	Williamston	27892	(252) 792-6605	(800) 776-8566	(252) 792-8710	www.visitmartincounty.com	tourism@visitmartincounty.com
Carol Price	McDowell County Tourism Development Authority	25 W. Main Street	Old Fort	28762	(828) 668-4282	(888) 233-6111	(828) 668-4924	www.mcdowellinc.org	cprice@mcdowellinc.org
Patti Jensen	Mitchell County Chamber of Commerce	P.O. Box 858	Spruce Pine	28777	(828) 765-9033	(800) 227-3912	(828) 765-9034	www.mitchell-county.com	pjensen@mitchell-county.com
Pete Hovanec	Monroe Tourism & Visitors Bureau	P.O. Box 69	Monroe	28111	(704) 225-1085		(704) 283-9098	www.visitmonroenc.org	phovanec@monroenc.org
Judy Stevens	Montgomery County Chamber of Commerce & Economic Development Commission	P.O. Box 637	Troy	27371	(910) 572-4300		(910) 572-5193	www.montgomery-county.com	judy@montgomery-county.com
Leah Mitcham	Mooreville Convention & Visitors Bureau	265 N. Main Street	Mooreville	28115	(704) 799-2400		(704) 663-7531	www.racecityusa.org	leah@racecityusa.org
Kay Mitchell-Thomas	Murfreesboro Historical Association	P.O. Box 3	Murfreesboro	27855	(252) 398-5922		(252) 398-5871	www.murfreesboronc.com	mha@murfreesboronc.org
Martha Lamm	Nash County Travel & Tourism	P.O. Box 7637	Rocky Mount	27804	(252) 972-5080	(800) 849-6825	(252) 972-5090	www.rockymounttravel.com	mlamm@rockymounttravel.com
Mitzi York	NC Brunswick Islands	P.O. Box 1186	Shallotte	28459	(910) 755-5517	(800) 795-7263	(910) 754-6539	www.ncbrunswick.com	myork@ncbrunswick.com
Sandra K. Chamberlin	New Bern/Craven County Convention & Visitors Center	P.O. Box 1713	New Bern	28563	(252) 637-9400	(800) 437-5767	(252) 637-0250	www.visitnewbern.com	schamberlin@co.craven.nc.us
Judy Collier	Northampton County Chamber of Commerce	P.O. Box 1035	Jackson	27845	(252) 534-1383		(252) 534-1739	www.northamptonchamber.org	jcolliernhoc@embarqmail.com
Theresa Carter	Onslow County Tourism	1099 Gum Branch Road	Jacksonville	28540	(910) 345-3141	(800) 932-2144	(910) 347-4705	www.onslowcountytourism.com	tcarter@jacksonvilleonline.org
Carolyn McCormick	Outer Banks Visitors Bureau	One Visitors Center Circle	Manteo	27954	(252) 473-2138	(877) 629-4386	(252) 473-5777	www.outerbanks.org	mccormick@outerbanks.org
LaTriche Holland-Kitchen	Pamlico County Chamber of Commerce	P.O. Box 23	Bayboro	28515	(252) 745-3008		(252) 745-5917	www.pamlicochamber.com	lholland-kitchen@embarqmail.com
Jackie Peoples Woolard	Partnership for the Sounds	P.O. Box 55	Columbia	27925	(252) 796-1000		(252) 796-0218	www.partnershipforthesounds.org	jpwps@embarqmail.com
Monique Baker	Pender County Tourism	P.O. Box 177	Burgaw	28425	(910) 259-1536	(888) 576-4756	(910) 259-0655	www.visitpender.com	bakerm@pender-county.com
J. Sidney Eley	Perquimans County Chamber of Commerce	118 W. Market Street	Hertford	27944	(252) 426-5657		(252) 426-7542	www.visitperquimans.com	chamber@perquimans.com
Margaret McMann	Person County Tourism Development Authority	P.O. Box 1792	Roxboro	27573	(336) 597-2689		(336) 597-2710	www.visitroxboronc.com	info@visitroxboronc.com
Joyce Garrett	Piedmont Triad Visitor Center	700 NC Hwy 700	Pelham	27311	(336) 388-9830	(800) 388-9830	(336) 388-9838	n/a	ptvc@mebtel.net
Caleb Miles	Convention & Visitors Bureau – Pinehurst, Southern Pines, Aberdeen Area	10677 US Highway 15-501	Southern Pines	28387	(910) 692-3330	(800) 346-5362	(910) 692-2493	www.homeofgolf.com	cmiles@nc.rr.biz.com
Neha Shah	Pittsboro-Siler City Convention & Visitors Bureau	P.O. Box 1627	Pittsboro	27312	(919) 542-8296	(800) 316-3829	(919) 542-4716	www.visitpittsboro.com	neha@visitpittsboro.com
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Jackie Lynch	Raeford-Hoke Chamber of Commerce	101 N. Main Street	Raeford	28376	(910) 875-5929		(910) 875-1010	www.hoke-raeford.com	rae-hoke@embarqmail.com
Tammy O'Kelley	Randolph County Tourism Development Authority	222 Sunset Ave., Suite 107	Asheboro	27203	(336) 626-0364	(800) 626-2672	(336) 610-1023	www.heartofnorthcarolina.com	tokelley@HeartofNorthCarolina.com
Emily Tucker	Richmond County Tourism Development Authority	P.O. Box 86	Rockingham	28380	(910) 895-9058	(800) 858-1688	(910) 895-9056	www.richmondcountychamber.com	emilytucker@rcchamber.com
Robin Yount	Rockingham County Tourism Development Authority	P.O. Box 205	Wentworth	27375	(336) 342-8367	(800) 316-7625	(336) 342-8375	www.ncnorthstar.com	ryount@ncnorthstar.com
James R. Meacham	Rowan County Convention & Visitors Bureau	204 East Innes Street, Suite 120	Salisbury	28144	(704) 638-3100	(800) 332-2343	(704) 642-2011	www.visitsalisburync.com	meacham@visitsalisburync.com
Ann Almond	Rutherford County Tourism Development Authority	1990 US Hwy 221 South	Forest City	28043	(828) 245-1492	(800) 849-5998	(828) 247-0499	www.rutherfordtourism.com	ann@rutherfordtourism.com
Bob Joyce	Sanford Area Chamber of Commerce	P.O. Box 519	Sanford	27331	(919) 775-7341		(919) 776-6244	www.sanford-nc.com	bobjoyce@sanford-nc.com
Jim Sutherland	Scotland County Tourism Development Authority	507 West Covington Street	Laurinburg	28352	(910) 610-5191	(888) 270-0048	(910) 277-7860	www.visitscotlandnc.com	beam8@roadrunner.com
David Huskins	Smoky Mountain Host	4437 Georgia Road	Franklin	28734	(828) 639-9606	(800) 432-4678	(828) 524-2416	www.visitsmokies.org	david@visitsmokies.org
Karen Sphar	Southport Oak Island Chamber of Commerce	4841 Long Beach Road SE	Southport	28461	(910) 457-6964	(800) 457-6964	(910) 457-0598	www.southport-oakisland.com	karen@southport-oakisland.com
Chris Lambert	Stanly County Convention & Visitors Bureau	P.O. Box 1456	Albemarle	28001	(704) 986-2583	(800) 650-1476	(704) 983-5000	www.stanlycvb.com	chris@stanlycvb.com
Libba Barrineau	Statesville Convention & Visitors Bureau	1551 East Broad Street	Statesville	28625	(704) 878-3480	(877) 531-819	(704) 878-3489	www.visitstatesville.org	libbabbarrineau@visitstatesville.org
Bryan Steen	Stokes County Economic Development Commission	P.O. Box 20	Danbury	27016	(336) 593-2496		(336) 593-2346	www.visitstokesnc.com	bsteen@co.stokes.nc.us
Becky Alghrary	Sugar Mountain Tourism Development Association	237 Dick Trundy Lane	Sugar Mountain	28604	(828) 898-9292	(866) 797-8427	(828) 898-9293	www.seesugar.com	sugartaxtda@yahoo.com
Karen Wilmot	Swain County Chamber of Commerce	P.O. Box 509	Bryson City	28713	(828) 488-3681	(800) 867-9246	(828) 488-6858	www.greatsmokies.com	chamber@greatsmokies.com
Roberta Cashwell	Tarboro-Edgecombe Chamber of Commerce	P.O. Drawer F	Tarboro	27886	(252) 823-7241		(252) 823-1499	www.tarborochamber.com	rcashwellO6@embarqmail.com
Mark Scott	Thomasville Tourism Commission	P.O. Box 1512	Thomasville	27361	(336) 472-4422	(800) 611-9907	(336) 472-4477	www.thomasvilletourism.com	msscott@thomasvilletourism.com
Suellen Brooks	Topsail Area Chamber of Commerce & Tourism	P.O. Box 2486	Surf City	28445	(910) 329-4446	(800) 626-2780	(910) 329-4432	www.topsailcoc.com	suellen@topsailcoc.com
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Helen Craddock	Tyrrell County Visitors Center	P.O. Box 55	Columbia	27925	(252) 796-0723		(252) 796-0303	www.visittyrrrellcounty.com	hcraddock@embarqmail.com
Barbara Hefner	Valdese Department of Tourism	P.O. Box 339	Valdese	28690	(828) 879-2126	(888) 825-3373	(828) 879-2126	www.visitvaldese.com	bhefner@civaldese.nc.us
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Sally Ashworth	Visit Lake Norman	19900 W. Catawba Ave., Suite 102	Cornelius	28031	(704) 987-3300		(704) 892-5313	www.visitlakenorman.org	ashworth@lakenorman.net
Carmen Caruth	Visit Winston-Salem	200 Brookstown Avenue	Winston-Salem	27101	(336) 728-4200	(866) 728-4200	(336) 728-4220	www.visitwinstonsalem.com	carmen@visitwinstonsalem.com
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Shaylee Wright	Washington County Travel & Tourism	701 Washington Street	Plymouth	27962	(252) 793-3248		(252) 793-2143	www.gowildnc.com	tourism@washconc.org
Lynn Lewis	Washington Tourism Development Authority	138 S. Market Street	Washington	27889	(252) 948-9415	(800) 999-3857	(252) 948-9416	www.originalwashington.com	lynn@originalwashington.com
Wright Tilley	Watauga County Tourism Development Authority	130 Poplar Grove Connector	Boone	28607	(828) 266-1345		(828) 266-1346	www.exploreboonearea.com	wtiley@exploreboonearea.com
Linda Cheek	Wilkes County Chamber of Commerce	P.O. Box 727	North Wilkesboro	28659	(336) 838-8662		(336) 838-3728	www.wilkesnc.org	lcchamber@wilkesnc.org
Jodi Frichner	Wilkesboro Tourism Development Authority	P.O. Box 1056	Wilkesboro	28697	(336) 838-3951		(336) 838-7616	www.wilkescountytourism.com	jfrichner@wilkescountytourism.com
Sandra Holmes	Wilson Visitors Bureau	P.O. Box 2882	Wilson	27894	(252) 243-8440	(800) 497-7398	(252) 243-7550	www.wilson-nc.com	info@wilson-nc.com
Collins Cooper	Windsor-Bertie County Chamber of Commerce	P.O. Box 572	Windsor	27983	(252) 794-4277		(252) 794-5070	www.windsor-bertie.com	windsorchamber@embarqmail.com
Bobby Todd	Yadkin County Chamber of Commerce	P.O. Box 1840	Yadkinville	27055	(336) 679-2200		(336) 679-3034	www.yadkinchamber.org	btodd@yadkinchamber.org
Laurette Leagon	Yadkin Valley Chamber of Commerce	P.O. Box 496	Elkin	28621-0469	(336) 526-1111	(877) 728-6798	(336) 526-1879	www.yadkinvalley.org	mmatthews@yadkinvalley.org
Peggy Rogers	Yancey County/Burnsville Chamber of Commerce	106 W. Main Street	Burnsville	28714	(828) 682-7413	(800) 948-1632	(828) 682-6599	www.yanceychamber.com	cocdirector@yanceychamber.com





# *Mission Statement*

The mission of the North Carolina Division of Tourism, Film and Sports Development is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production.

The Division will develop and execute effective marketing programs to accomplish these goals for the benefit of the travel, film, sports and wine industries; the economy; and the citizens of North Carolina.



## 2009-2010 Goals

1. Increase **consumer awareness** of North Carolina as a travel destination.
2. Increase **consumer inquiries** about travel to North Carolina.
3. Increase **market share and visitation** to North Carolina.
4. Increase **spending by visitors** while in the state.
5. Increase **spending by film projects** while in North Carolina.
6. Increase the **number of film-related projects** in North Carolina.
7. Increase the **number of cases of North Carolina wines sold**.
8. Assist communities with recruiting and hosting **regional sporting events** held in North Carolina.
9. Increase state and local **tax revenues**.
10. Increase the **number of jobs** supported by tourism, sports, wine and film industries.
11. Assist communities in **tourism product development** and with **sustainable practices**.
12. Leverage resources to **maximize investment** of Division budget dollars.

## **Audience: Domestic Consumers**

1. *Conduct and utilize research to guide decision-making to implement a communications program that reaches the Division's core audience.*
2. *Develop communications to generate travel and create emotional connections between the state and its visitors.*
3. *Influence domestic consumers in key markets by reaching this audience with effective advertising and marketing messaging.*
  - Utilize a mix of print, broadcast and online media to broaden and strengthen consumer interest.
  - Weight media investment to effectively and appropriately support key audiences from both geographical and lifestyle perspectives.
  - Develop strategic marketing alliances with brands that share complementary audiences, interests and objectives to expand the program's budget and reach.
  - Develop a range of cooperative advertising opportunities for industry partners in order to leverage collective buying power.

*FOR COMPLETE MEDIA AND COOPERATIVE PROGRAMS, GO TO PG. 22.*

4. *Provide inquirers with the most accurate, compelling and substantive information regarding all there is to do in North Carolina via the state's official travel planning web site [www.VisitNC.com](http://www.VisitNC.com).*
  - Implement a comprehensive search engine marketing program to generate more qualified leads to VisitNC.com.
  - Implement state-of-the-art search engine optimization programs to provide a quality experience for visitors to VisitNC.com and to maximize the site's visibility to consumers.
  - Grow the Division's electronic golf marketing initiative ([golf.VisitNC.com](http://golf.VisitNC.com)) by implementing solid media, PR and search engine marketing programs.
  - Coordinate and manage research to monitor and measure visitation to VisitNC.com.
  - Continue to report and analyze weekly and monthly web statistics for VisitNC.com and competitive states.
  - Grow the range of partner programs to enhance the site and provide visitors with more information while offering cost-effective programs to partners with good ROI.

*FOR MORE INFORMATION ON VISITNC.COM, GOLF.VISITNC.COM, SITE-SPECIFIC STATS OR PARTNER PROGRAMS, GO TO PG. 30.*

5. *Influence domestic consumers in key markets by reaching this audience with effective earned media/public relations messaging.*
  - Generate earned media/public relations in domestic publications.
  - Pitch North Carolina travel story ideas to targeted media outlets including consumer and trade publications, publications where the Division advertises, and other media outlets known for generating positive coverage of the state.
  - Distribute themed press releases that focus on key seasonal events, new product updates, seasonal "What's New" releases and date-specific events releases such as the Blue Ridge Parkway Anniversary.
  - Develop new and refine existing collateral materials – electronic press kits, B-roll and web video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
  - Refine and update content-specific media releases and packets on the media website (wine, golf, motorsports, film).
  - Continue to develop methods for communicating with social media outlets including blogs, podcasts, Facebook, MySpace, photo sites and others as the mediums evolve.
  - Develop and implement group and individual consumer media familiarization tours to North Carolina to support marketing objectives and strategies and generate positive editorial placement.
  - Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry including year-end numbers and industry research, Governor's Conference, release of new Travel Guide, Tourism Day and grants programs.

- Conduct media missions or desk visits to media in key national and regional media markets to increase awareness of North Carolina's diverse travel product and to pitch targeted story ideas for placement.
- Develop, implement and grow a strong domestic media familiarization tour program.
- Continue to grow new online media room (media.VisitNC.com) with updated and relevant North Carolina information including a variety of press kits, images, facts, partner news, and links to recent placements.
- Utilize latest software to manage media lists, monitor and analyze media coverage, and evaluate overall effectiveness of the public relations campaign.

FOR MORE INFORMATION ON THE MEDIA CENTER AT MEDIA.VISITNC.COM OR THE DIVISION PR PARTNER PROGRAMS, GO TO PG. 37.

**6. *Influence North Carolinians to travel within their own state.***

- Partner with the North Carolina Association of Broadcasters (NCAB) to place non-commercial announcements on member radio and television stations across the state.
- Partner with the North Carolina Press Association (NCPA) to place messages in member newspapers across the state.
- To better communicate with the Press Foundation and Association of Broadcasters, the Division will continually communicate and offer partners new creative tools via the customized online "Press Vault" developed exclusively for this purpose.
- Partner with UNC-TV to showcase upcoming events and highlight destinations on their statewide public broadcasting network on the weekly television show "North Carolina Weekend."
- Partner with local destination marketing organizations to ensure that Welcome Centers serve as a resource for local travelers in addition to out-of-state visitors.
- Conduct in-state media missions to connect North Carolina media with partners throughout the state and encourage resident travel.

**7. *Coordinate and manage research to monitor and measure domestic visitation to North Carolina.***

- TNS Travels America:
  - Analysis of visitation trends and visitor volume for North Carolina.
  - Monitoring of visitor and visitor party demographics, length of stay and other pertinent characteristics of statewide visitors.
- Statewide and County Level Visitor Spending Study:
  - Annual statewide visitor spending estimates, employment, wages, and local and state tax revenues directly resulting from visitor spending.
  - Annual county level visitor spending estimates, employment, wages, and local and state tax revenues directly resulting from visitor spending for all 100 North Carolina counties.
  - Monitor statewide and regional lodging statistics.
- 2008 Tourism Satellite Account to determine total impact of tourism.
- NC Travel Tracker – Monthly, quarterly and annual analysis of visitation trends to North Carolina including airport usage, hotel occupancy and room rates, and visitation to state and national parks, wineries and Welcome Centers. The Travel Tracker will also include information on gas prices, weather and other variables affecting travel.

**8. *Plan, implement and manage new and timely research to best plan and allocate marketing investment and guide policy decisions.***

## **Audience: Group Leaders/Event Planners/Sports Events Rights Holders**

### **9. Increase travel to the state by attracting group tours, sporting events, meetings and conventions.**

- Target travelers through third-party sellers and travel industry trade suppliers including tour operators, receptive operators, travel agents and meeting planners.
- Target domestic tour operators by participating in the National Tour Association (NTA); Student Youth Travel Association (SYTA); North Carolina Motorcoach Association (NCMA); Travel South USA's Showcase; and American Bus Association (ABA) annual conventions and tradeshow.
- Develop a range of cooperative advertising opportunities in leading trade magazines (e.g., *Courier, Destinations, Group Travel Leader, Southeastern Group Tour Magazine, Student Group Tour Magazine* and *Group Tour Spotlight eMagazine*) for industry partners in order to leverage collective buying power.
- Develop new group tour/meeting module on VisitNC.com to improve and enhance formerly printed group tour planning guides.
- Develop a consistent, technologically innovative way of tracking group tour business in North Carolina.
- Expand North Carolina online marketing programs on VisitNC.com to encourage group travel in North Carolina.
- Develop and maintain group tour and sports development contact database/listserv of third-party sellers and travel industry trade suppliers including tour operators, receptive operators, travel agents and meeting planners.
- Develop and distribute a monthly eNewsletter to industry partners, constituents, third-party sellers and travel industry trade suppliers including tour operators, receptive operators, travel agents and meeting planners.
- Develop branding and partnership opportunities with AAA Carolinas and other AAA organizations in order to increase third-party pre-packaged travel sales to North Carolina.
- Increase awareness of the Blue Ridge Parkway and its 75th anniversary by co-hosting a familiarization tour for AAA and CAA counselors in partnership with Virginia.
- Coordinate a domestic sales mission to tour operators, tour receptive operators and travel agents in key domestic markets (i.e., Ohio, Pennsylvania, Tennessee, Florida, Alabama, Arkansas and Georgia).
- Continue to position North Carolina as a premier location for sporting events.
- Maintain an inventory of sporting event facilities and potential venues across the state on sportsnc.com.
- Develop and maintain an inventory of images of sporting event facilities and venues across the state on sportsnc.com.
- Build relationships with key event planners and participate in these industry tradeshow: Travel, Events and Management in Sports (TEAMS); Amateur Athletic Union (AAU); United States Specialty Sports Association (USSSA); National Softball Association (NSA); and National Soccer Coaches Association of America (NSCAA).
- Plan, implement and manage new and timely research to understand conditions of the sports industry in North Carolina and how it relates to tourism (2009 Economic Impact of North Carolina Sports Industry).
- Expand, improve and enhance usability and functionality of sportsnc.com.
- Develop and implement new brand of sportsnc.com and its related images.
- Continue to support the North Carolina Sports Association and its partners.
- Coordinate and manage data collection to monitor and measure sports-related visitation to North Carolina.
- Position North Carolina as a premier destination in the Southeast for green conferences and events through development of an inventory of sustainable practices in the tourism industry.

## **Audience: International Consumers**

### **10. *Influence Canadian, United Kingdom and German-speaking European consumers by reaching this audience with effective earned media/public relations and consumer messaging.***

#### **CANADA**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story placement.
- Exhibit at consumer shows such as the Toronto Golf Show and the Montreal Golf Show to promote the many types of year-round golf directly to consumers.
- Exhibit at the CAA Niagara Travel Show.
- Expand North Carolina online marketing programs on VisitNC.com and qc.VisitNC.com to encourage drive market traffic from Canada.
- Distribute a quarterly eNewsletter to current database and to addresses generated through consumer promotions.
- Design and implement brand marketing campaign to gain awareness and generate more traffic to the web site. Partner with airlines and tour operators providing Foreign Individual Travel (FIT) product.
- Participate with Travel South USA in their promotions to Canadian markets.
- Organize a sales and media mission to create awareness and increase travel trade knowledge.

#### **UNITED KINGDOM**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story ideas for placement.
- Conduct familiarization tour for tour operators to increase awareness and add FIT tours to their products.
- Continuously renew the uk.VisitNC.com web site to generate more traffic.
- Generate quarterly online magazine promoting North Carolina events specific to the UK audience. The online magazine will direct consumers back to uk.VisitNC.com.
- Design and implement brand marketing campaigns aimed at consumers promoting North Carolina. Partner with airlines and tour operators offering FIT programs.
- Organize a sales and media mission to create awareness and increase travel trade knowledge.

#### **GERMANY**

- Conduct individual and group media familiarization tours to increase awareness of North Carolina's diverse travel product and pitch targeted story placement.
- Continuously renew the de.VisitNC.com web site to generate more traffic.
- Generate quarterly eNewsletters promoting North Carolina events specific to the German-speaking European audience. These eNewsletters will link consumers back to de.VisitNC.com.
- Design and implement brand marketing campaigns aimed at consumers promoting North Carolina. Partner with airlines and tour operators offering FIT programs.
- Develop media initiatives to promote North Carolina as a holiday destination and to reach consumers directly.
- Organize a sales and media mission to create awareness and increase travel trade knowledge.

#### **ALL INTERNATIONAL MARKETS**

- Generate earned media in international consumer publications.
- Distribute themed press releases each month that focus on travel news and events from the state.
- Develop new collateral materials – electronic press kit, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
- Host international consumer journalists on individual and group media familiarization tours to North Carolina.
- Support nonstop direct international air routes.
- Update and refresh all international sites including de.VisitNC.com, jp.VisitNC.com, mx.VisitNC.com, qc.VisitNC.com, uk.VisitNC.com and future cn.VisitNC.com and fr.VisitNC.com sites.



**11. *Produce quality research to help guide the Division's international marketing investments and policy decisions.***

- Continue to coordinate and manage research with current contract organizations.
  - Study of Overseas Visitors to North Carolina: Work with national industry partners to estimate overseas visitation to the state and key characteristics of visitors.
  - Study of Canadian Visitors to North Carolina: Continuation of analysis of Canadian visitors to the state, volume estimates and visitor profile.
- Participation in phase two pilot of **VisaVue® Travel** program to gather broader and more statistically accurate data regarding international visitors' travel activity to North Carolina.

**Audience: International Travel Trade/Tour Operators**

**12. *Influence tour operators and travel agents from Canada, Germany and the United Kingdom to sell travel to North Carolina.***

**CANADA**

- Increase sales of North Carolina tour products offered by third-party sellers.
- Conduct motorcoach familiarization tours directed at new operators that currently do not have North Carolina product, or expand existing operators that have North Carolina product.
- Attend the Ontario Motorcoach Association and Bienvenue Quebec trade shows and meet with the tour operators for group tour business.
- Target the top three to five receptive operators and make personal sales calls to educate on new product around the state.
- Implement travel trade sales mission with in-state industry partners in the fall to key feeder markets.
- Conduct three to five monthly individual sales calls to tour operators.

**UNITED KINGDOM**

- Increase sales of North Carolina tour products offered by third-party sellers.
- Conduct familiarization tour with targeted tour operators.
- Travel trade sales mission to the United Kingdom in the spring to call on tour operators and travel agents. Invite in-state partners to participate.
- Conduct familiarization tours for tour operators to increase awareness and add both group and FIT tours to their products.
- Make monthly sales calls to tour operators and travel agents.
- Participate in tour operator training and "Road Shows" to educate the trade on North Carolina product.
- Target UK tour operators by participating at World Travel Market in London in November.
- Target the top three to five receptive operators and make personal sales calls to educate on new product around the state.

**GERMANY**

- Increase sales of North Carolina tour products offered by third-party sellers.
- Conduct familiarization tours for tour operators to increase awareness and add both group and FIT tours to their products.
- Make monthly individual sales calls to tour operators throughout German-speaking Europe.
- Conduct tour operator training and "Road Shows" to educate tour operators and travel agents on North Carolina product.
- Target the top three to five receptive operators and make personal sales calls to educate on new product around the state.
- Conduct travel trade sales mission to German-speaking Europe. Invite in-state partners to participate.

**ALL INTERNATIONAL MARKETS**

- Generate earned media in international trade publications.
- Distribute themed press releases each month that focus on industry efforts in the international markets as well as travel news from the state.
- Develop new collateral materials – electronic press kit, B-roll and video – to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
- Host international trade journalists on media familiarization tours to North Carolina.
- Participate with in-state partners at the U.S. Travel Association's Pow Wow conducting one-on-one appointments with international tour operators.
- Support nonstop direct international air routes.

**Audience: Inquirers and Potential Travelers to North Carolina****13. *Provide high-quality, persuasive, thorough, accurate and timely information to inquirers via Division publications and inquiries.***

- Operate Call Center in partnership with the N.C. Departments of Transportation and Correction.
- Ensure high standards of service with all aspects of visitor contact, from receipt of call through delivery of publications.
- Continue ongoing training for operators through on-site presentations at Call Center.
- Explore efficiencies to maximize return on dollars invested in Call Center.
- Supplement information requests by offering professional, quality publications such as *The Official North Carolina Travel Guide*.

**Audience: Visitors to North Carolina****14. *Enhance the visitor experience to North Carolina by providing quality interaction at North Carolina Welcome Centers.***

- Operate Welcome Centers in partnership with the N.C. Department of Transportation.
- Provide efficient, professional and personal customer service in consistently clean, pleasant and modern facilities.
- Distribute publications from attractions and other tourism-related businesses in North Carolina at no cost to visitors.
- Continue ongoing customer service training and make certification programs available to all tourism-related entities in North Carolina.
- Work with partners to encourage familiarization tours to ensure that travel counselors have first-hand knowledge of the state's attractions at minimal cost to the state.
- Make hotel reservations, suggest itineraries and promote attractions to extend length of stay and increase visitor expenditures.
- Use technology, displays and on-site demonstrations to showcase the state's natural scenic beauty, attractions and crafts.
- Offer attractive publications, such as *The Official North Carolina Travel Guide*, and effectively display partner publications to "catch the eye" of travelers in the state. These publications provide a valuable piece of "in the hands" information, scenic photography and informative editorial features.
- Participate in regional and national conferences, such as Southeast Travel Counselors Alliance and Educational Seminar for Tourism Organizations (ESTO), to ensure that North Carolina's Welcome Centers are among the nation's best.
- Work to continuously improve sustainable practices at Welcome Centers to reduce operating costs, improve working conditions and customer experience, and serve as an educational tool for visitors.
- Implement promotional signage to coincide with sweepstakes and special promotions to encourage travelers to go to VisitNC.com.

## **Audience: North Carolina Communities/Tourism-Related Nonprofits**

### **15. *Provide assistance and support to communities and tourism-related nonprofits for tourism development activities designed to improve tourism product, infrastructure and capacity across the state.***

- Support sustainable efforts to protect, preserve and promote the state's natural, historic and cultural resources.
- Help communities market and promote the Civil War Trails in anticipation of the events that will surround the 150th anniversary of the Civil War in North Carolina, 2011-2015.
- Develop strategic partnerships with federal, state and local agencies to support sustainable tourism efforts.
- Continue participation in the Appalachian Regional Commission's Tourism Council and its activities.
- Provide support to the 75th anniversary initiatives for the Great Smoky Mountains National Park (2009) and the Blue Ridge Parkway (2010).
- Educate communities and organizations interested in the growth and development of the tourism industry in their communities.
- Utilize tourism development officers regionally to develop and initiate heritage tourism programming, tourism marketing and community development at a grassroots level, including establishing a speakers' bureau of development officers.
- Offer technical assistance or aid in locating appropriate resources for community initiatives.
- Maintain presence in the N.C. Department of Commerce's 21st Century Communities initiative and offer technical support for those communities in the program who have identified tourism development as a key strategy.
- Leverage the state's marketing efforts by providing assistance with marketing projects at the local level.
- Promote and administer the Tourism Matching Funds program pending budget and resources.
- Promote the Division's cooperative marketing programs to communities.
- Work with partners to provide sustainable tourism development education and resources.

## **Audience: Wine Consumers /Travelers**

### **16. *Increase sales of North Carolina wines by increasing awareness of North Carolina wines and visits to North Carolina wineries.***

- Conduct a statewide "Wine Challenge" to give more consumers the opportunity to taste North Carolina wines.
- Purchase outdoor, print and online media to encourage visitation to North Carolina wineries.
- Offer cooperative advertising opportunities to winery and vineyard partners.
- Produce and distribute quarterly consumer eNewsletter, "Carolina Uncorked," to subscribers.
- Launch new website, wine.VisitNC.com, aimed at providing more relevant information to travelers and wine enthusiasts.
- Utilize new VisitNC.com to drive traffic to wine.VisitNC.com and act as a resource for other travel-related information including lodging, attractions and events.

### **17. *Influence consumers in key markets to visit North Carolina wineries by reaching this audience with effective public relations messaging.***

- Generate earned media promoting North Carolina wine and wineries in consumer publications.
- Distribute wine-themed press releases that focus on North Carolina wine offerings and news.
- Revamp consumer web site, wine.VisitNC.com, and update collateral materials to extend the reach of the public relations campaign consistent with Division marketing goals and messages.
- Host "culinary" journalists on media familiarization tours and individual visits to North Carolina.
- Send targeted wine samples to "culinary" bloggers and other non-traditional journalists.
- Host media tasting events and participate in media missions and various culinary industry meetings.

**18. *Plan, implement and manage new and timely research to understand conditions of the wine/grape industry and how it relates to tourism.***

- Conduct 2009 Economic Impact of Wine/Grapes in North Carolina study as a follow-up to research initially conducted in 2006.
- Utilize recent data from Winery Visitor Profile Study to shape and improve marketing programs.
- Increase investment in viticulture and enology research and develop a statewide wine quality improvement plan.
- Develop measurement tools to track wine sales and winery visitation.

**Audience: Motion Picture Studios /Film, Television and Commercial Producers/Local Film Professionals**

**19. *Serve the citizens of North Carolina by recruiting film and television productions as a vital component of the state's economic development plan to create and maintain jobs and industry support services. The objective is to increase film production, film-related expenditures and film industry jobs by recruiting and supporting film production in the state.***

- Continue to grow strong and trusted relationships with Hollywood studios and decision-makers through sales missions and participation in Los Angeles-area industry events and well-placed print and Internet advertising.
- Continue to grow and develop a smart legislative agenda with involvement from North Carolina motion picture industry partners. With the current incentive structure, the state's markets are television series and motion pictures with a budget range of \$5 million to \$19 million. Actively recruit the studios' television and independent divisions as well as independent companies with whom they have relationships. The N.C. Film Office will also focus energy on a myriad of new independent companies emerging outside the studio system and commercial production houses.
- Provide assistance to film production companies seeking information about filmmaking in the state.
- Maintain new multi-regional user searchable database of location photographs to share with filmmakers.
- Maintain relevant information to assist filmmakers, including a state-of-the-art online film directory and new NCfilm.com.
- Assist film scouts within the state and work in cooperation with regional film commissions.
- Provide assistance and information as needed while film crews are on location within the state.
- Promote the state's film incentives as a means of securing additional film activity in the state.
- Promote the North Carolina film industry through a strategic print, online and promotional campaign.
- Anticipate market trends not only in the industry but also in areas of social responsibility such as educating constituents regarding eco-friendly practices and humane treatment of animals while filming.

**20. *Provide world-class service to North Carolina's crew base with citizen-only web portals to post their credentials; learn about upcoming job opportunities and respond with their requests to better enable them to maintain their North Carolina residence and job status.***

- Maintain and communicate information about local crews, goods, support services and stage space.
- Work to increase local infrastructure and build the North Carolina film community.

**21. *Track and monitor film activity within the state by capturing data on the impact of film projects on North Carolina and share this accordingly with key stakeholders. Data takes the following forms:***

- Annual economic impact
- Intent-to-film forms
- Production days
- Phone calls to the state
- Various marketing reports produced by Reel-Scout database

**22. *Track and communicate key policy issues that may have impact on filmmaking activity in the state.***

## **Audience: North Carolina Industry Partners /Boards**

### **23. *Provide value to our North Carolina industry partners/boards by providing high-quality, accurate and timely information including research, reports, information, education, feedback on successful partnerships, outputs and outcomes.***

- Provide timely information to North Carolina travel industry partners to keep them abreast of policy issues, market trends and programs within the state by hosting the annual N.C. Governor's Conference on Hospitality and Tourism and the Mid-Year Marketing Update.
- Through the *NewsLink* eNewsletter, provide information to keep partners abreast of policy issues, market trends and programs within the state in addition to reporting media coverage.
- Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry including year-end numbers and industry research, Governor's Conference, release of the new Travel Guide, Tourism Day and grants programs.
- Utilize the Extranet - the database that supplies the core information for VisitNC.com and *The Official North Carolina Travel Guide*. Each county is offered the opportunity to update and maintain its area's content regarding attractions, accommodations, events, activities, shopping and dining.
- Monitor legislation and policy issues impacting the state's tourism, film, sports and wine industries; keep industry partners informed.
- Provide media clips of successful public relations efforts to gain earned media in domestic and international publications:
  - Distribute media clips to industry partners when they are mentioned in stories.
  - Provide the circulation and advertising value of media clips to industry partners so they can see the economic value of the Division's efforts.
- Produce and distribute a strategic marketing plan and annual report for key industry partners.
- Work with partners to develop relevant and applicable pollution prevention and waste minimization tools, such as resource sheets, case studies and financial incentives for the Division's presence on ncommerce.com.
- Offer a variety of partner programs from print and interactive media to public relations and sweepstakes designed to unify and expand the North Carolina message in a cost-effective manner.

### **24. *Actively engage the Board and Councils to help support the work of the Division and policy issues that affect the industries served.***

## **Audience: Citizens / General Media / Policymakers**

### **25. *Measure, monitor and report outcomes via quality research reports and analysis. Provide high-quality, accurate and timely information to citizens, the media and policymakers.***

- Make key tourism research such as visitor volume; market share; visitor demographics; visitor spending; related jobs, wage and tax revenues; and economic impact figures readily available online or upon request.
- Coordinate events during National Tourism Week and North Carolina Tourism Day. Emphasize tourism's important contribution to the state's economy to the General Assembly, state government and local officials, North Carolina residents and the media.
- Inform federal government officials in Washington, D.C., of the impact of tourism on the North Carolina economy. Educate the policymakers about key legislation important to the tourism industry on a local and national basis and work with the US Travel Association to impact legislation.
- Generate story placement around key Division-sponsored events about the important economic contribution of North Carolina's tourism industry, including: year-end numbers and industry research, Governor's Conference, release of the new Travel Guide, Tourism Day and grants programs.
- Continue to coordinate and manage research with contract organizations to provide critical information about the benefits of tourism to the state's economy.
  - The Economic Impact of Travel on North Carolina: Calculates the impact of travel on North Carolina through visitor expenditures.
  - Tourism Satellite Account: Total economic impact of tourism in North Carolina.
  - Produce and distribute an annual report that outlines results achieved in all program areas.



# *Media and Partner Programs*



## 2009-2010 North Carolina Tourism

### OBJECTIVES

- Protect and grow market share while working to increase the number of visitors coming to and visiting within North Carolina.
- Increase visitor base among a newly identified target group while maintaining an established core.
- Continue evolving North Carolina's brand to leverage existing equity, stay fresh and relevant, and reflect a more active voice.

### STRATEGIES

Define audience priorities:

- Support the 35-54 female travel decision-maker:
  - Maintain appeal to loyal consumers/visitors in tough economic times
  - Speak to her across her many roles (mom, partner, friend)
    - 73% of North Carolina travel parties travel without children
- Introduce/strengthen the brand to the **25-34 year old** within his or her core value structure, language and media preferences. This young adult audience:
  - Rivals boomers in sheer numbers
  - Has a long-time horizon and are least affected by "loss of wealth" syndromes
  - Are establishing patterns they will carry into their parental years
  - Currently represent approximately 27% of web visits
- Reach the "young at heart" of all ages with a unifying message that effectively influences traditional core audiences and can also be tailored to appeal to young adults.
- Incorporate relevant messaging and media choices that resonate with the active traveler through a three-pronged creative strategy:
  - Leverage emotional hook based on consumer insights
  - Showcase inspiring North Carolina travel ideas to pique interest
  - Incorporate a call-to-action: go to VisitNC.com for more details and access to partner sites/content
- Establish quantitative program goals:
  - Women 35-54
    - Grow 35+ VisitNC.com subscriber list to 200,000
    - Increase site visits to VisitNC.com among this audience by 5%
    - Increase web interaction among this audience by 5%
    - Analyze and segment user behavior for future program development
  - Young adults 25-34
    - Increase visitation to the state among this younger audience
    - Secure 100,000 young adults as opt-in subscribers to VisitNC.com
    - Increase web visitation to VisitNC.com

## NORTH CAROLINA 2009-2010 MEDIA PLAN \*

CORE PRINT	July-09	August-09	September-09	October-09	November-09	December-09	January-10	February-10	March-10	April-10	May-10	June-10
Arthur Frommer's Budget Travel												
Better Homes & Gardens												
Bon Appétit												
Civil War Traveler											CO-OP	
Coastal Living												
Cooking Light												
Family Fun												
Gourmet												
Hallmark												
More												
NY Times Magazine											CO-OP	
Oprah										CO-OP		
Southern Living										CO-OP		
Travel & Leisure												
US Airways												
CORE BROADCAST												
Radio (12 weeks) Clear Channel & Public Radio												
PBS: The Endless Feast												
YOUNG ADULTS												
Cinema												
Online												
SWEEPS SUPPORT												
SEM												

\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.

# Media Plan

*Two-thirds of the 2009-2010 media investment will focus on the 35+ female decision-maker to maintain her loyalty and also provide tangible ideas that spark travel. One-third of the plan will focus on starting a conversation with the emerging and influential 25-34 audience – a longer-term initiative to grow and expand the brand's reach and influence.*

Across all audiences, search engine marketing will continue to play a significant role attracting consumers to VisitNC.com. Plans include increasing North Carolina's "share of search" or "impression share" via an aggressive program on Google and other search engines and directories, as well as a comprehensive program of search campaigns supporting the Division's media, PR and other interactive initiatives.

## Women 35+ Travel Decision-Makers

North Carolina will continue to invite this audience to the state via the reach of national magazines, purchased regionally, with a tighter focus on surrounding states in response to changing travel trends.

Broadcast will complement the print campaign through two vehicles – a PBS brand integration featuring the beauty and bounty of the state, and a radio campaign highlighting timely events and relevant destinations.

### Print

Magazines reach the core audience during "me time" moments when she is receptive to the emotional message, allowing her to visualize herself in North Carolina with family or friends. Lifestyle, family, travel and epicurean titles have been chosen based on their "young at heart" qualities and their ability to reach an active traveler in close geographic proximity. Many of the proven lead-generators from years past are included once again, layered with a mix of new titles that lend a contemporary, active voice leveraging current lifestyle trends.

### Media Profiles



**Arthur Frommer's Budget Travel** is a how-to travel guide servicing the leisure travel mass market. It provides consumers with practical, smart and timely ideas that instruct travelers. It provides opportunities for readers to tell exactly what they are looking for in a vacation, plus their best insider tips. Reader-generated content is featured in editorial departments such as 20 Tips, True Stories, and the *Budget Travel Upgrade*, giving readers a forum to share their experiences and interact with other travelers.

Contact: Ryan McDermott, 404-256-3800

**Better Homes & Gardens** is a vibrant, down-to-earth guide for the woman who is passionate about her home and garden and all that they encompass. Assuring, experienced and wise, *Better Homes & Gardens* surrounds her with refreshing ideas and directions that sparkle with clarity – inspiring her to dream and instilling her with the confidence to create, embellish and transform her surroundings.

Contact: Stacey Rosseter, 678-507-0110





**Bon Appétit** is the magazine for those passionately engaged in the world of food and social living. *Bon Appétit* expects readers to use its pages as a springboard to action – it's for the hands-on enthusiast. While inspiration comes from all corners of the world, every recipe is foolproof, every ingredient is accessible and every destination is within reach. From dining to entertaining to wine and travel, every issue inspires savvy epicures to savor and share life at its richest.

Contact: Jana Robinson, 404-365-5516

**Civil War Traveler** is a tabloid newspaper that focuses on the interest of history-oriented travelers. The magazine's features include specific trails for travelers of the southeastern states to follow and calendars that facilitate trip planning for historic travelers.

Contact: Don Pierce, 804-359-7832

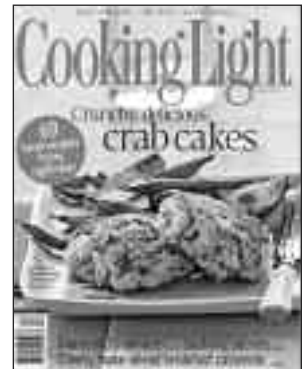


**Coastal Living** is a national magazine that celebrates life along the coast. It is a source of inspiration and information for people who live or dream of living a coastal lifestyle. This is a one-of-a-kind publication focusing on living life on the coast, and showcasing home design and decorating, coastal communities, travel and recreation, the environment, food and entertaining, gardening and more. The readers are passionate about the shore, home-minded and constantly looking for real estate, travel and ideas for building, remodeling and decorating.

Contact: Margaret Barnhart, 404-888-1958

**Cooking Light** is the largest epicurean/healthy lifestyle magazine in the country, reaching more than 12 million consumers who are committed to the 'Eat Smart, Be Fit, Live Well' philosophy. Each month, proactive and travel-savvy readers turn to the pages for the latest information and inspiration on how to live life to the fullest.

Contact: Rocky Kurland, 770-441-2406



**Family Fun** gives parents ideas for fun activities to do with their kids ages 3-12. It provides information on family-friendly cooking, travel, parties, holidays, crafts, learning, home ideas and traditions – ideas to help today's families make the most of the time they spend together.

Contact: Julie Kern, 404-843-0203





**Gourmet** is the original epicurean magazine, setting the standard for how America approaches food, entertaining, travel, wine and restaurants for over 65 years with unrivaled history and heritage, authority and credibility, leadership and innovation. *Gourmet* was recently named one of *Adweek's* 2008 brand leaders.

Contact: Alicia McNiven, 215-646-4026

**Hallmark Magazine** has seasonal editorial filled with features generated by its readers and award-winning writers. From beauty, easy-to-do-crafts/home edit, wonderful recipes and more, *Hallmark Magazine* encourages its readers to enjoy their lives to the utmost.

Contact: Jay Little, 404-238-0727



**More** is the leading voice of today's sophisticated, affluent and accomplished woman 40+ enjoying the richest years of her life, sharing news and advice on beauty, fashion, health, career, travel, money and relationships from her perspective. *More* is Smart Talk for Smart Women.

Contact: Stacey Rosseter, 678-507-0110

**The New York Times Magazine** has all the hallmarks you would expect from a *New York Times* product ... interesting stories, wonderful writing and stunning photography. In each issue, writers explore unfamiliar territory in even the most familiar places. Practical details enhance the journey, making it a breeze for travelers to plan and book their trip. The "Discover 50 States" special advertiser section will again highlight the beauty and destinations within each state.

Contact: Jeff Smith, 770-643-0053



**O, The Oprah Magazine** is a catalyst that helps confident, intelligent, affluent women live their best life. With an emphasis on personal growth, it engages and addresses every aspect of a woman's life – the material, the intellectual and the emotional. It inspires women, challenges them and never talks down to them. An industry leader, it raises the bar – for women and for women's magazines. As a result, each month, *O, The Oprah Magazine* forges a true emotional connection – unmatched in the publishing world – with over 16 million desirable consumers.

Contact: Alexandra Owen, 941-966-8979



**Real Simple** helps today's women make positive changes in all aspects of their lives. The goal is to lead a balanced, fulfilling life no matter what they're juggling. Whether working out, tending to children or decorating a home, these women find the information and inspiration they need to achieve their dreams in *Real Simple* and to focus on what really adds meaning to their lives.

Contact: Claire Bucalos, 919-844-6687

**Southern Living** is a personal lifestyle guide celebrating both cosmopolitan and traditional attitudes and styles focusing on the mainstream activities of:

**Travel** - featuring the people, culture, language and traditions in towns and destinations all across the South.

**Homes & Gardens** - covering every aspect of where our readers live - both indoors and out.

**Healthy Living** - bringing fitness, nutrition and mind/body information into our lives as a natural part of our day.

**Foods & Hospitality** - reflecting what takes place in the kitchens across the South with recipes and tips to satisfy our readers' busy lifestyles.

Contact: Beth Cairns, 404-888-1954



**Travel + Leisure** is the premier chronicler of the way we travel now, examining the places, ideas and trends that define modern global culture and the luxury lifestyle. It inspires readers to explore the world, equipping them with a clearer understanding of how travel can change their lives.

Contact: Daryn Schwartz, 770-667-9500

**US Airways Magazine** engages affluent business and leisure airline customers in the finer pursuits of travel and lifestyle. The editorial content is heavily focused on destinations, business, culture, luxury goods, the arts, technology and sports. The editors apply a melding of stories with arresting illustration and photography to captivate and connect with the magazine's 3.1 million monthly readers.

Contact: Sybil Stokes, 336-383-5712



## Broadcast

### PBS and The Endless Feast

In 2009-2010, the Division is partnering with American Public Television and Film Garden Entertainment, Inc. to produce a custom 30-minute episode of “The Endless Feast.” Airing nationally, “The Endless Feast” is a PBS series bringing together local farmers and food artisans, food lovers and star chefs to explore the connection between the earth and the food we eat.



Each episode highlights a different state, featuring a gorgeous feast staged in a stunning location, celebrating food and the source. North Carolina will receive a full episode dedicated to the state, with 15-second underwriter spots at the opening and closing of that episode, as well as credit mention in all 13 episodes of the season (often re-airing 3-4 times a year and into subsequent years). A collection of in-state co-op partners who meet select criteria will have the opportunity to showcase their destination through location selection, chefs, food, local wines and more.



Beyond the media value, the Division and partners will be able to leverage B-roll footage and photographs online and in promotional materials (e.g., “As seen on PBS’s ‘The Endless Feast’”). The Division also intends to leverage the event and partners via a PR pre- and post-media event. This will be an exciting broadcast opportunity bringing partners, the media and local celebrities together to visually demonstrate the beauty and culinary diversity North Carolina offers.

Subject to budget approval and confirmation of co-op partners, filming will begin summer 2009 – so if you are interested in participating, please contact Elaine Cheedle or Susan Dosier to discuss partner criteria, hear more about the program and to discuss pricing options.

### Spot Radio

North Carolina is taking a fresh approach to radio in 2009-2010, using both content-filled vignettes on Clear Channel stations in surrounding states and 15-second public radio reads on regional public radio stations.



On targeted Clear Channel stations in important markets such as Atlanta, Greenville/Spartanburg, Norfolk, Richmond, Roanoke and D.C., North Carolina will have custom 60-second vignettes running directly following station content – the position with the highest recall. These vignettes will open by capturing the

consumer with iconic branding and close with specific North Carolina travel events and destination ideas. As radio has proven very effective in driving listeners online, the campaign will attract the target audience to VisitNC.com for more details.

Public radio has an educated, affluent audience of opinion leaders active in the community. Underwriting public radio is known to have a positive influence on the opinion of sponsors and sponsor purchase decisions – a great place for North Carolina to be. These units will air across a 12-station buy covering NC, SC, VA, GA and D.C. mirroring the timing and content approach of the Clear Channel buy.



Contact: Elaine Cheedle, Media Director, at [echeedle@lkmideas.com](mailto:echeedle@lkmideas.com) or (704) 364-8969.

# Partner Opportunities

**Timing: Fall 2009 – Spring 2010**

Partner programs are designed to provide opportunities at various budget levels, from small-space units in the strongest lead-generating print titles to larger opportunities in “The Endless Feast” and also the Young Adult Program in development.

## 2009-2010 Print Partner Opportunities

Title	Issue	Circulation	Number of Partners	Demographics (Avg. age, Income, % Female)	Partner Cost (net)
New York Times	September 27, 2009 “50 States” special section	1,438,585	Up to 9	48 \$90,458 48%	\$3,000
	May 23, 2010 “Family Travel” special section	1,438,585	Up to 9		\$3,000
Oprah	September 2009	610,000	Up to 9	44 \$71,400 89%	\$1,800
	April 2010	610,000	Up to 18		\$1,800
Southern Living	October 2009	1,240,000	Up to 9	50 \$85,040 78%	\$3,750
	April 2010	1,240,000			\$3,750
Civil War Traveler	May 2010	60,000	Up to 18	53 \$50,000 60%	Based on partner participation

NOTE: ALL CO-OP PARTNERS WILL RECEIVE READER SERVICE LISTING.

## 2009-2010 Broadcast Partner Opportunity

### “The Endless Feast”

The Division would like to partner with three to four geographically concentrated partners to showcase the beauty, chefs and flavors of the farm-to-table experience in North Carolina. To see highlights of the show, go to YouTube for a five-minute synopsis: [www.youtube.com/watch?v=7L-vjGWZzJO](http://www.youtube.com/watch?v=7L-vjGWZzJO).

Package prices range from \$15-\$50K depending on the partner exposure. Along with the national exposure for your brand, this is a great opportunity to create a custom marketing piece for your destination and to leverage the Division’s PR initiatives.

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division’s budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*

## Young Adults 25-34 Program

*To help grow and expand North Carolina's reach and appeal, the Division is targeting young adults in key markets, being mindful of their interests, language and media habits.*

Although the program's scope will be influenced by partner interest and investment, the Division is committed to building a stronger relationship with this younger, growing and influential audience. The two primary media under consideration for this initiative are cinema and digital media.

### CINEMA

Cinema's larger-than-life format is proven to generate strong recall from this socially engaged audience. The Division's goal is to focus on select drive markets with relevant, entertaining content to spur social conversations about travel to North Carolina. Incorporating a specific call-to-action will help the Division gauge the impact of this medium.

### DIGITAL

A variety of digital media partners are under consideration at this time, including social media (paid and non-paid), entertainment sites, relevant ad networks and mobile partners. Selection will be based on relevance to the overall communication program in development. The Division will look for ways to stretch the budget by leveraging creative assets between cinema and digital properties.



## VisitNC.com Partner Opportunities

*In January 2009, the Division launched a new VisitNC.com website boasting best practices in technology, search, information categorization and travel-planning functionality. The mission of VisitNC.com has been, and will continue to be, the best travel-planning website for consumers.*

To stay true to the mission, the new site makes it easy for site visitors to plan a visit to North Carolina with a completely new style of navigation and content organization. Information is now presented in more highly focused groupings of content called Journeys. These Journeys contain relevant stories, photos, videos, maps, itineraries and downloads. Prominent icons are available throughout the site, offering fast access to *The Official North Carolina Travel Guide*, brochures and itineraries, and special travel offers and packages.

### *Specific goals for the site include:*

- **Increase Site Visitation by 5%** – Implement North Carolina travel messaging via a variety of media, PR and marketing initiatives all aimed at driving people to VisitNC.com. Measurement will be based on Google Analytics.
- **Improve Site Inquiries by 5%** – Strategically define and closely analyze Key Performance Indicators (KPIs) or indicators of “intent to travel” such as downstream traffic, search, brochure downloads, ordering publications, seeking travel packages/special offers and subscriptions.
- **Social KPIs** – Measure, improve and enhance visitor satisfaction or sentiment using a simple scale of visitor ratings.
- **Increase Visitor Retention** – Build loyalty by learning what visitors think, not just how they behave, and respond accordingly with website changes or enhancements.



- **Streamline and Grow eNewsletter Programs** – Continue to use eNewsletters to help spark interest in and drive traffic to VisitNC.com. In 2008, the Division dropped 12 North Carolina Travel eNewsletters, 26 North Carolina Events eNewsletters, 6 North Carolina Golf eNewsletters, and 20 North Carolina Promotional eNewsletters, reaching more than 12.5 million viewers. The monthly eNewsletter subscriber base grew from 85,973 active, double opt-in subscribers to 145,113 subscribers; the events subscriber base grew from 14,318 to 32,390 active, double opt-in subscribers; and the new golf subscriber base grew from 1,384 to 17,570 active, double opt-in subscribers. In conjunction with the Division's media buy, 10 sweeps support emails were sent, reaching another 1.2 million people.
- **SEO/SEM** – Increase North Carolina's "Share of Search" or "Impression Share" via an aggressive program on Google and other search engines and directories. Continue a comprehensive program of search campaigns supporting the Division's media, PR and interactive initiatives.

## 2009/2010 PROGRAMS

In 2008, VisitNC.com had more than 8.2 million visits (as measured by WebTrends), a 21 percent increase over 2007, generating 4.45 million consumer inquiries. In addition, the Division was recognized by the U.S. Travel Association and its National Council of State Tourism Directors with its third Mercury Award, acknowledging VisitNC.com for best practices in Technical Marketing.

Partner programs anchored by VisitNC.com will continue to be an integral part of the Division's marketing program in calendar year 2010. In addition to providing the most accurate and relevant statewide travel information, VisitNC.com offers a variety of online cooperative programs providing in-state travel partners cost-effective exposure to millions of travelers.

Proven programs will again be offered as well as a handful of new initiatives. As part of the Division's overall marketing plan, partner programs are supported with carefully crafted search engine marketing/search engine optimization (SEM/SEO) initiatives, public relations, media and interactive promotions including emails and sweepstakes.

### *Highlights and successes of the 2008 partner programs included:*

#### **BANNER ADVERTISING**

- 96 participating partners
- 73,509,302 ad views or impressions delivered
- 192,761 clicks from partner ads directly to partner sites

#### **VIRTUAL BROCHURES**

- 24 participating partners
- 37,878 downloads
- 2,086 average number of downloads per partner
- \$0.50 average cost per download

#### **FEATURED EVENT LISTINGS**

- 39 participating partners
- 110 featured events
- 721,562 views of custom event detail pages
- 23,373 clicks from detail pages directly to partner site
- 3.24% click-thru rate

#### **SWEEPSTAKES**

- 14 participating partners/14 sweepstakes
- 151,513 total entries
- 95,910 partner leads

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*



***The 2009/2010 VisitNC.com partner opportunities include:***

- Display Advertising
- Printed Rack Brochure
- Feature Event Listings
- Powered By: VisitNC.com (Data)
- Powered By: VisitNC.com (Events)
- Sweepstakes
- Video Sponsorship
- Special Offers and Travel Packages

The objective for all partner programs is to offer the industry cost-effective programs across multiple platforms reaching a greater audience. To protect partner value in the program, space is limited and available on a first-come, first-served basis. Individual pricing for VisitNC.com partner programs will not reflect any rate increase and customized programs specific to budget or destination can also be developed.

## **Display Advertising**

Partners will be able to purchase Display Advertising within two highly visible places on the site: Product Pages and Journeys. These two areas offer advertisers greater opportunity for exposure as well as more targeted opportunities to showcase their message.

**Product Pages** – The Product Pages on VisitNC.com consist of the most highly trafficked pages on the site. Reflecting clear “intent to travel” by our site visitors, bold icons that link to these pages are located on every page within the site. Action taken by visitors on these pages in 2008 was as follows:

1. Search/Results Pages – over 3.3 million searches
2. Travel Guides with maps – over 77,000 brochures and maps distributed
3. Itinerary Downloads – over 73,000 itineraries downloaded
4. Brochure Downloads – over 111,000 total brochure downloads
5. Subscriptions Page – over 39,000 new sign ups

The Division’s aggressive search engine marketing and interactive media programs along with special promotions, public relations and sweepstakes are strategically used to drive visitors to these pages.

**Journeys** – The new VisitNC.com Journeys pages are designed to offer specific information to visitors based on theme, activity or geographical location. With 23 Journeys at launch and plans for one additional journey to be introduced every month, the opportunity for partners to expand their reach is growing.

### ***Initial Set of Journeys at Launch of New Site (January 2009)***

About NC	Piedmont Cities & Towns
Arts & Artisans	Popular Attractions
Blue Ridge	Resorts & Spas
Cultural Heritage	Romance in NC
Family Fun	Shopping
Girlfriend Getaways	Small Coastal Towns
Golf in NC	Small Mountain Towns
Historic NC Sites	Sports & Motorsports
Must-See Museums	Taste NC
NC Beaches	What’s New in NC
NC Parks	Wineries & Vineyards
Outdoors in NC	

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division’s budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*

***Journeys Slated for Coming Months***

Brews & Breweries	Natural Wonders
Eco Trips & Trails	NC Music
Events & Festivals	Nightlife in NC
Fall Fishing	Performing Arts
Fall Foliage	Quirky NC
Famous Film Stops	Spring Color
Gardens & Arboretums	Stop by the Farm
Home of the Brave	Summer Getaways
Just for Kids	Winter Fun

Based on theme and seasonality, a series of Premier Journeys will also be offered. Participation in Premier Journeys are based on relevance, and individual pricing will be determined prior to launch.

***Premier Journeys***

Fall Fishing	Summer Getaways
Fall Foliage	What's New
Popular Attractions	Winter Fun
Spring Color	

All Journeys will be supported via the Division's aggressive search engine marketing, interactive media programs, special promotions, public relations and sweepstakes.

**DISPLAY ADVERTISING PRICING**

Participation in the VisitNC.com display advertising program will continue to be available on an annual, semi-annual and quarterly basis. In addition to offering three distinct time frames, partners can choose the sections (Product Pages or Journeys) most appropriate for their properties.

To maintain the value of the VisitNC.com partner programs, a limited number of display advertising positions will be available to partners on a first-come, first-served basis. Partners will receive monthly reports detailing the activity of their display advertising program.

	Product Pages	Journeys
Year	\$11,500	\$3,000
6 Months	\$7,000	\$1,500
3 Months	\$5,000	\$750

**Printed Rack Brochures Available As Downloads**

The VisitNC.com Printed Rack Brochure program gives industry partners the ability to expand the distribution of their printed rack brochures beyond traditional boundaries. Brochures will be offered via the Brochure Download page and, as added value, will be positioned strategically within Journeys, offering multiple opportunities to instantly download North Carolina travel information. To participate in the popular program, partner brochures must be easy for site visitors to download and print. Materials will be reviewed by the VisitNC.com team prior to activation.

	Virtual Brochure Download Page
Year	\$900
6 Months	\$550
3 Months	\$300

*\*All programs are subject to change or cancellation, based on partner interest or changes to the Division's budget. Division reserves right to decline any partner ad listing. All costs are net unless otherwise noted.*

## Feature Event Listings

On VisitNC.com, featured listings for upcoming events and festivals are available to tourism industry partners for paid advertising placement. The opportunity to provide site visitors timely event information in prominent positions has made this program one of the most popular and cost-effective for partners. ***Listings are available in 30-day increments at a cost of \$150 per event, or customized programs can be developed.***

## Powered By: VisitNC.com

Aimed at allowing partners the ability to utilize the power of the VisitNC.com database, this program offers real-time, relevant data from VisitNC.com to partner websites. By simply adding a link to an existing site, search will open in a daughter window or as a new tab. The look and feel of the search module can be modified by changing the CSS file. The VisitNC.com database provides extensive value not only to the Division, but also to its partners across the state. This program will offer two levels of data sharing: full package (accommodations, attractions and events) and an events-only package. Data offered to partners is determined based on geographical areas and is for tourism entities only. ***Program fees include an initial set-up fee of \$2,500 with a monthly service fee to be determined based on geography and total number of database entries.***

## Sweepstakes

In 2008, VisitNC.com collaborated with 14 North Carolina destinations offering 14 sweepstakes prizes to interested visitors. With over 151,513 total entries, 95,910 qualified leads were delivered to participating partners, an average of 6,850 per destination.

Due to the success of this program, the Division will continue to offer partner-specific sweepstakes promotions on VisitNC.com. Participants will receive brand exposure with compelling copy describing the selected North Carolina destination on the primary sweepstakes page plus ***qualified leads*** from visitors requesting additional partner information. Partners also receive additional exposure via graphical ads that link from the “Thank you for entering” page directly to their website. As is true to all VisitNC.com programs, sweepstakes will be supported via the Division’s aggressive search engine marketing, interactive media programs, special promotions and public relations.

***Cost for a 30-day sweepstakes is \$3,000 plus the travel prize packages.*** Sweepstakes prize value should be between \$2,500-\$5,000. Accommodations for a minimum of two nights must be part of the package. Prizes should also include two or more major local attractions and/or dinners to promote your area. Sweepstakes partners are responsible for securing the prize from their local partners. VisitNC.com will host the program, develop the design and copy, manage and promote the sweepstakes, provide leads on a weekly basis, plus provide wrap-up reporting upon conclusion of the sweeps.

## Video

The Division has an ever-growing library of videos placed strategically throughout VisitNC.com. Partners have the opportunity to sponsor select Division videos or create and sponsor their own custom video.

***Sponsorship of Existing Videos*** – VisitNC.com offers sponsorship to an existing video currently running on the site. Partners will be highlighted via a custom billboard sponsorship ad presented both before and after the video runs, with direct links to partners’ sites. The current list of videos available for billboard sponsorship is available upon request. ***Cost for billboard sponsorship of an existing Division video is \$1,000 for one year.***

***Video Production*** – VisitNC.com offers video production for any attraction, event or activity that meets the Division’s Listing Guidelines. Ideal run time for a segment is 90 seconds and the focus will be to attract visitors to North Carolina and your specific destination. This opportunity will result in an online-quality video at low production costs. Partners would also receive additional exposure on VisitNC.com as the video will be positioned within relevant Journeys. The Division and partner will share ownership and rights to the video. ***Cost for development, production, editing and hosting is \$4,500 for one year.***

## Travel Offers/Travel Packages

Travel Offers/Packages on VisitNC.com are now available. Designed to promote North Carolina travel offers/packages to interested visitors, this program will be offered from the homepage, on a dedicated “All Offers” page, as an RSS feed, as a dedicated eNewsletter cross-referenced with partner listing(s). Sign up will be available through a simple online form. Postings of new offers will be made weekly. Cost is \$500 for a 60-day posting.

In addition to the programs outlined, additional online opportunities may be introduced in September 2009 at the Division’s Mid-Year Marketing Update and throughout the year as the new VisitNC.com continues to evolve. While programs can be purchased individually, customized programs, across any or all mediums, can also be developed based on specific budget or destination.

*For more information on any of these partner programs, contact Suzanne Baur at [sbaur@lkmideas.com](mailto:sbaur@lkmideas.com) or 704-364-8969.*

## Golf.VisitNC.com Partner Opportunities

*With the launch of a new website in March 2008, golf.VisitNC.com has become the Division’s primary marketing tool for golf across the state. To promote the site and reach golfers utilizing the Internet to seek golf travel information, the Division continues to use a broad range of tools including public relations, familiarization tours for domestic and international golf tour operators, compelling content developed by golf travel writers, paid advertising, golf eNewsletters, consumer shows, sweepstakes and more.*

## 2009/2010 PROGRAMS

As the Division’s primary marketing tool for golf across the state, golf.VisitNC.com features the following opportunities for partners desiring an expanded presence within the site:

### Sponsored Collections

As the most comprehensive package for golf advertisers, Sponsored Collections are offered to only a limited number of destinations, regional golf associations, golf resorts and other cooperative groups promoting multiple courses. This is the most comprehensive advertising package available on the site. With this opportunity, select partners can buy into a highly integrated program including:

- 10 course profiles and 10 offers.
- Unlimited links for non-course partners (i.e., dining, accommodations).
- Display ads on golf.VisitNC.com and the VisitNC.com Golf Journey.
- One golf-focused sweepstakes for two consecutive months.
- One-time Featured Destination in the monthly golf eNewsletter.
- Unlimited golf-related downloadable rack brochures on both golf.VisitNC.com and VisitNC.com in the Golf Journey.
- Unlimited golf-related Featured Events to be posted on both golf.VisitNC.com and VisitNC.com in the Golf Journey.
- Rotating presence on the golf.VisitNC.com homepage.
- A landing page specifically about the association/region with partner logos and links to the sites.

Additional course profiles and offers may be purchased separately by Collection Sponsors. ***Cost for the Sponsored Collections program begins at \$10,000 annually. Custom packages for partners desiring to highlight more than 10 courses are available.***

## Display Advertising

Similar to VisitNC.com, select display advertising opportunities are available on golf.VisitNC.com. For advertisers such as a CVB or destination, display advertising on golf.VisitNC.com provides access to a relevant audience without the requirement of an offer or specific course information. As an added bonus, display ads will be rotated on the Golf Journey on VisitNC.com. **Cost for the Display Advertising on golf.VisitNC.com is \$3,000 annually.**

## Golf Offers/Travel Packages

Designed to provide avid golfers with special packages, coupons or rates, this program offers timely golf travel information at a very affordable price. Each offer can be revised one time within the three-month posting at no additional expense to the partner. **Cost for the Golf Offers/Travel Packages on golf.VisitNC.com is \$295 quarterly.**

In addition to the programs outlined above, additional online opportunities may be introduced in September 2009 at the Division's Mid-Year Marketing Update and throughout the year as golf.VisitNC.com continues to develop. While programs can be purchased individually, customized programs, across any or all mediums, can also be developed based on specific budget or destination.

*For more information on any of these partner programs, contact Suzanne Baur at [sbaur@lkmideas.com](mailto:sbaur@lkmideas.com) or 704-364-8969.*

## Division Publications

The Division publishes 650,000 Travel Guides annually featuring statewide attractions and accommodation listings, along with contact information for various organization and state and national brands. Travel Guides are available at the state's nine Welcome Centers, Visitor Centers, the Division's Call Center, VisitNC.com and also distributed at targeted travel-related shows. **Advertising rates for The Official 2010 North Carolina Travel Guide are as follows:**

2010 PREMIUM AD RATES	
Cover Gatefold (4 pages)	\$106,150
Cover Gatefold (3 pages)	\$92,105
Interior Gatefold (3 pages)	\$82,650
Opening Two-Page Spread (pages 2-3)	\$61,170
Back Cover	\$34,645
Inside Front Cover	\$35,820
Inside Back Cover	\$34,640
Page One	\$33,180
Facing Table of Contents	\$31,840
Other Guaranteed Positioning	15%

2010 DISPLAY AD RATES	
Two-Page Spread	\$50,420
Full Page	\$26,530
2/3 Page	\$20,700
1/2 Page	\$16,180
1/3 Page	\$10,610
1/6 Page	\$5,830
1/12 Page	\$4,220

2010 LISTING	
Bold	\$465
Logo	\$680
Bold/Logo Combo	\$915

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## NewsLink

Emailed weekly to over 1,500 subscribers, this electronic publication is designed to provide relevant travel information to the tourism industry. Timely information is provided on tourism-related research, statewide and international trends, media leads, updates on conferences and events plus other items of interest to those in the tourism field. This eNewsletter is available to anyone with a valid email address at [ncommerce.com/tourism](http://ncommerce.com/tourism).

*For more information regarding the Travel Guide or NewsLink, contact Kathy Prickett at [kprickett@ncommerce.com](mailto:kprickett@ncommerce.com) or (919) 733-8302.*

## Extranet Contacts

Each of the 100 counties in North Carolina has a designated contact to provide accurate information regarding accommodations, attractions and events for VisitNC.com and for the state's travel publications.

*For more information regarding the Extranet, contact Nicolle Jones, [njones@ncommerce.com](mailto:njones@ncommerce.com) or (919) 733-7501.*

# Public Relations Partner Opportunities

## Division Press Releases

The Division's PR department regularly sends out press releases to media throughout the nation and to outlets in Canada, the UK and Germany. Partners are welcome to submit news on their products and events to be included in releases. Releases are distributed electronically to more than 3,000 media outlets.

### Release: Newspaper and Calendar editor information

**Date:** Monthly: Info should be on events/news occurring in the following month

**Theme:** Event- or news-based

**Goal:** Promote upcoming events and new offerings to short-lead publications such as newspapers and web outlets

### Release: Long-lead releases

**Date:** Monthly: Info should be on events/news occurring in 4-6 months

**Theme:** Event- or news-based

**Goal:** Promote upcoming events and new offerings to long-lead publications such as magazines

### Release: "What's New" releases

**Date:** Quarterly

**Theme:** New products, events and renovations

**Goal:** Promote new and upcoming major product additions throughout the state

### Release: Press Kit updates

**Date:** Ongoing

**Theme:** Based on content (wine, golf, etc.) or location (Coast, Piedmont, Mountains)

**Goal:** Provide content-based information to media

## Media Room on VisitNC.com

In January 2009, [media.VisitNC.com](http://media.VisitNC.com), the Division's new media room, was launched, containing the most current releases, images and contact information for media outlets. Partners are welcome to submit their press releases for possible inclusion on the site; select releases will be used to fuel the Division's RSS feeds.

**Date:** Ongoing

**Theme:** Contains news releases from partners throughout the state

**Goal:** Provide outlet for news releases from partners on media site



## North Carolina Photography/Video

Throughout the year, the Division shoots updated images of the tourism product throughout the state. Partners are able to host photo shoots and assist with logistical arrangements, and in return are allowed use of the resulting images/video.

**Date:** Ongoing

**Theme:** Based on tourism product

**Goal:** Provide images for media outlets to use in writing about the state

## Group Media Trips (Familiarization Tours)

The Division's PR department hosts several group media familiarization tours in North Carolina to generate positive editorial placement. Interested partners can co-host these trips with the Division by coordinating the local hosting of the groups. Trips sponsored by the state must include more than one county and would preferably have three counties represented.

**Trip:** UK Press Group

**Date:** Fall 2009

**Theme:** Focus on Blue Ridge Parkway anniversary or other destinations with new events/attractions or anniversaries

**Goal:** Generate editorial coverage in key international markets

**Trip:** German Press Group

**Date:** Summer/Fall 2009

**Theme:** Focus on Blue Ridge Parkway anniversary or other destinations with new events/attractions or anniversaries

**Goal:** Generate editorial coverage in key international markets

**Trip:** Canadian Press Group

**Date:** Summer/Fall 2009

**Theme:** Focus on Blue Ridge Parkway anniversary or other destinations with new events/attractions or anniversaries

**Goal:** Generate editorial coverage in key international markets

**Trip:** Domestic Press Groups

**Date:** Ongoing

**Theme:** Focus on Blue Ridge Parkway anniversary or other destinations with new events/attractions or anniversaries

**Goal:** Generate editorial coverage in key domestic markets

## Individual Media Visits

Each year the Division's PR department hosts more than 50 individual domestic and international journalists in North Carolina to generate positive editorial placement. Interested partners can co-host these individual journalists with the Division by coordinating their local hosting needs. Visits sponsored by the state must include more than one county and would preferably have three counties represented.

**Date:** Ongoing

**Theme:** Focus on Blue Ridge Parkway anniversary or other destinations with new events/attractions or anniversaries

**Goal:** Generate editorial coverage in key domestic and international markets

## Media Missions

The Division will host a media event in a major market each year to educate the media about travel to North Carolina. These missions include a reception where partners can get to know media from the location as well as desk-side visits to other media outlets. Partner costs TBD.

**Location:** South Carolina

**Date:** August 2009

**Theme:** Promote NC tourism product to national media outlets

**Goal:** Host a special event with key travel editors and writers

**Location:** New York

**Date:** January 2010

**Theme:** Promote NC tourism product to national media outlets

**Goal:** Host a special event with key travel editors and writers

**Location:** Virginia

**Date:** March 2010

**Theme:** Promote NC tourism product to national media outlets

**Goal:** Host a special event with key travel editors and writers

*Program Manager: Wit Tuttell, Director of Public Relations, wtuttell@nccommerce.com or (919) 733-7420.*

## Visitor Services Partner Opportunities

*The state's nine interstate Welcome Centers, along with the Division's Inquiry and Fulfillment Centers, comprise Visitor Services.*

The Welcome Centers, located at interstate points of entry, extend well-known North Carolina hospitality to visitors by providing efficient, professional and personal customer service in consistently clean, pleasant and modern facilities. The Inquiry and Fulfillment Centers, models of efficiency in state government, are housed at the North Carolina Correctional Institute for Women in Raleigh. Inmate telephone operators provide information to consumers considering travel to North Carolina. In addition, they package and distribute the state's travel publications to potential visitors from around the world.

The opportunities listed below have been designated as cooperative initiatives between the Division and Industry Partners.

### Familiarization Tours for Welcome Center Travel Counselors

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To showcase sponsor city or county so Welcome Center travel counselors will have firsthand knowledge to share with visitors.

**Contact:** Wally Wazan, wwazan@nccommerce.com or (919) 715-2098.

### Brochure Distribution

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To distribute sponsor's travel literature to visitors at the nine Welcome Centers. No cost.

**Contact:** Wally Wazan, wwazan@nccommerce.com or (919) 715-2098.

### **Audio/Video Presentations**

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To provide CDs from local musicians or DVDs/VHS tapes promoting tourism destinations in sponsor's area for audiences at Welcome Centers or for training purposes at the Call Center. No cost.

**Contact:** Wally Wazan, [wwazan@nccommerce.com](mailto:wwazan@nccommerce.com) or (919) 715-2098.

### **Armchair Familiarization Tours**

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To showcase sponsor's city or county to the 1-800-VISIT NC operators at the North Carolina Correctional Institute for Women to keep them abreast of new developments in your area. No cost.

**Contact:** Wally Wazan, [wwazan@nccommerce.com](mailto:wwazan@nccommerce.com) or (919) 715-2098.

### **Division Office Lobby Displays**

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To temporarily display crafts or other local products at the Division office in Raleigh to showcase North Carolina destinations and activities. No cost.

**Contact:** Cindy Worrill, [cworrill@nccommerce.com](mailto:cworrill@nccommerce.com) or (919) 733-7479.

### **Hands-On Demonstrations/Performances**

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To have local artisans, dancers or musicians demonstrate their craft or perform in person for travelers at Welcome Centers. No cost.

**Contact:** See Page 4 for Welcome Center manager information.

### **Welcome Center Displays**

**Date:** Ongoing

**Theme:** Sponsor's choice

**Goal:** To temporarily display North Carolina crafts or other local products at Welcome Centers to generate interest among travelers. No cost.

**Contact:** See Page 4 for Welcome Center manager information.

### **Tourism Day**

**Date:** May 10-14, 2010

**Theme:** Sponsor's choice

**Goal:** To participate in the individual Welcome Centers' annual Tourism Day celebrations during National Tourism Week to highlight the importance of the tourism industry in North Carolina and to thank travelers for visiting North Carolina. No cost.

**Contact:** See Page 4 for Welcome Center manager information.

Watch the weekly *NewsLink* for news about other exciting opportunities in the state's nine Welcome Centers.

## Travel Trade Development Partner Opportunities

*The Travel Trade Development program implements marketing strategies that target travelers through third-party sellers and travel industry trade suppliers.*

The opportunities listed below have been designated as cooperative initiatives between the Division and its Industry Partners. Cost TBD.

### Blue Ridge Parkway Area AAA/CAA Familiarization Trip

**Date:** April 2010

**Place:** TBD

### Domestic Marketing Sales Mission

**Date:** September 2009/May 2010

**Place:** Florida and Alabama/Western Pennsylvania and Eastern Ohio

**Contact:** Frank M. Jernigan, Director of Domestic Marketing, at [fjernigan@nccommerce.com](mailto:fjernigan@nccommerce.com) or (919) 733-7413.

## International Trade Marketing Partner Opportunities

*The International Trade Marketing Program includes the development, coordination and implementation of comprehensive tourism marketing strategies in German-speaking markets, the UK and Canada. The program supports all international airline routes and targets both leisure and group tour sales in Europe and Canada through third-party sellers, travel industry trade suppliers and various consumer promotions.*

The opportunities listed below have been designated as cooperative initiatives between the Division and its industry partners.

## TRADE SHOWS AND SALES MISSIONS

### German Sales Mission

**Location:** Various cities in Germany and Switzerland

**Dates:** Fall 2009

**Cost:** \$1,500 plus expenses

**Goal:** In each city, tour operator workshops will be scheduled during the day in order to meet key tour operator product managers while the evenings will target travel agents through an interactive training seminar. The mission is scheduled to take four working days.

### World Travel Market (WTM)

**Location:** London, England

**Dates:** November 2009

**Costs:** \$1,500 plus expenses

**Goal:** WTM is the second largest travel trade show in the world, attracting more than 45,000 travel professionals from over 170 countries; however, the show is very much used to target the UK travel trade and media. North Carolina will have a booth at this show and scheduled appointments will be made with key tour operators, travel agents and media professionals.

### Canadian Sales Mission

**Location:** Toronto and Montreal

**Dates:** Fall 2009

**Costs:** \$800 plus expenses

**Goal:** Calls will be set up with tour operators in the Toronto area.

## ITB

**Location:** Berlin, Germany

**Dates:** March 2010

**Costs:** \$1,500 plus expenses

**Goal:** The whole world meets at ITB Berlin. The combination of trade exhibition, public exhibition and the biggest professional convention worldwide attracts tens of thousands of visitors, exhibitors and media representatives every year. North Carolina will be part of the Deep South and the Carolinas area. Appointments will be made with key tour operators, travel agents and media professionals.

## UK Sales Mission

**Location:** Scotland and England

**Dates:** Spring 2010

**Costs:** \$1,500 plus expenses

**Goal:** Events throughout the region to include tour operators, travel agents, consumers and media. The mission will be four days of appointments.

## U.S. Travel Association's International Pow Wow

**Location:** Miami, Florida

**Dates:** May 2010

**Costs:** \$1,500 plus expenses

**Goal:** U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA, representing all industry category components and more than 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the booking of over \$3 billion in future Visit USA travel. For more information on the show, go to [www.tia.org](http://www.tia.org).

## OTHER INTERNATIONAL PROMOTIONAL OPPORTUNITIES

### UK Online Magazine

**Dates:** Quarterly

**Costs:** TBD

**Goal:** The UK online magazine targets visitors to [uk.VisitNC.com](http://uk.VisitNC.com) and targets audiences of key consumer brand campaigns being undertaken in the UK. This online publication is lifestyle-oriented and tied to brand partners. Various advertising and content opportunities are available to provide greater exposure.

### Familiarization Tours

**Goal:** One tour operator familiarization tour each from the UK, Germany and Canada will take place in 2009-2010.

### Consumer Shows

The Division's regional offices also attend various consumer shows throughout the year. The specific dates have not been set.

- CAA Niagara Travel Show, September 2009, Thorald, Ontario
- Ontario Motorcoach Association, November 2009, Toronto, Ontario
- Montreal Golf Show, March 2010, Montreal, Quebec
- Toronto Golf Show, March 2010, Toronto, Ontario

**Contact:** Heidi Walters, Director of International Marketing, at [hwalters@nccommerce.com](mailto:hwalters@nccommerce.com) or (919) 715-6702.



## Tourism Development Partner Opportunities

The Tourism Development program works to develop tourism initiatives statewide, foster sustainable tourism development, and promote economic growth by providing financial, technical and educational assistance to the travel industry. The opportunity listed below has been designated as a cooperative initiative between the Division and its industry partners.

### Tourism Matching Funds Grants

Annual tourism marketing grant program is open to local destination marketing organizations (DMOs) or legally chartered nonprofit North Carolina-based organizations that include tourism promotion among their major activities.

There is no cost to apply but eligible organizations must supply a monetary match based on the economic distress of the applicant organization's county.

The cycle begins in July of each new fiscal year. The deadline for applications this year is August 21, 2009. Awards typically are announced in mid- to late October or early November.

**Contact:** Russ Haddad, Director of Tourism Development, at [rhaddad@nccommerce.com](mailto:rhaddad@nccommerce.com) or (919) 733-7502.

## Sports Development Partner Opportunities

*The Division encourages economic development through the promotion and recruitment of sporting events across the state involving amateur, collegiate and professional sports organizations.*

The opportunity listed below has been designated as a cooperative initiative between the Division and its industry partners.

### TEAMS 2010 (Travel, Events and Management in Sports)

**Date:** TBD

**Place:** Pittsburgh, Pennsylvania

**Web Site:** [www.teamsconference.com](http://www.teamsconference.com)

Booth space on behalf of North Carolina as a destination has been reserved for this sports trade show and is available on a first-come, first-served basis. Each attendee will be responsible for travel expenses and registration fees.

**Contact:** Chuck Hobgood, North Carolina Amateur Sports, at [chuck.hobgood@ncsports.org](mailto:chuck.hobgood@ncsports.org) or (919) 361-1133 or Frank Jernigan, Director of Domestic Marketing, at [fjernigan@nccommerce.com](mailto:fjernigan@nccommerce.com) or (919) 733-7413.

## Research Partner Opportunities

The opportunities listed below have been designated as cooperative efforts between the Division and its industry partners.

### NC Travel Tracker/Barometer

**Dates:** Ongoing

**Partners:** Attractions, CVBs, CDMOs, Chambers of Commerce, Wineries, Parks, etc.

**Goal:** To track attendance at attractions, meetings and conventions and provide longitudinal analysis of such events.

### VisaVue® Travel

**Dates:** Ongoing

**Partners:** CVBs with need for data on international visitors to their destinations

**Goal:** To gather broader and more statistically accurate data regarding international visitors' travel activity in North Carolina.

**Contact:** Marlise Taylor, Director of Research, at [mtaylor@nccommerce.com](mailto:mtaylor@nccommerce.com) or (919) 733-7278.

## North Carolina Film Office Partner Opportunities

*The mission of the Film Office is to promote North Carolina film locations and resources for filmmakers, and effectively assist in fostering movie, television, commercial and new media production to increase jobs and revenue statewide.*

The opportunities listed below have been designated as cooperative initiatives between the Division, North Carolina regional film commission affiliates, and industry partners.

### “UNC Alumni in Film” Reception

**Location:** Los Angeles, California

**Date:** July 18, 2009

**Goal:** To support UNC film students and alumni working in the Hollywood film industry at this annual reception while networking and presenting North Carolina's benefits.

### American Film Market/American Film Institute Fest

**Location:** Santa Monica, California

**Date:** TBD

**Goal:** To promote North Carolina benefits, incentives and locations in a world-class arena where more than 8,000 industry leaders from more than 70 countries meet for eight days of screenings, deal-making, and hospitality at the world's largest motion picture trade event.

### Association of Film Commissioners International (AFCI) Cineposium

**Location:** Wellington, New Zealand

**Date:** TBD

**Goal:** To maintain membership with the official professional organization for film commissioners and continue educational development through seminars, training and networking throughout the year.

### Sundance Film Festival

**Location:** Park City, Utah

**Date:** January 21-30, 2010

**Goal:** Offers the opportunity to promote North Carolina's incentives and network at this foremost showcase for independent films.

### South by Southwest Film Conference and Festival

**Location:** Austin, Texas

**Date:** March 21-27, 2010

**Goal:** This professional development and festival event emphasizes all aspects of the art and business of independent filmmaking.

### AFCI Locations Expo

**Location:** Santa Monica, California

**Date:** TBD

**Goal:** More than 300 film commissions worldwide gather at the AFCI's anchor event in a trade show venue. The North Carolina film commission delegation meets with Hollywood film professionals to discuss incentives and locations.

### Film Sales Missions

**Location:** Los Angeles, California

**Date:** September 2009/February 2010/June 2010

**Goal:** To meet with leading executives at major Hollywood film and television studios, as well as independent filmmakers, to promote North Carolina's incentives and locations and draw productions to the state.

**Contact:** Aaron Syrett Director, North Carolina Film Office, at [aaron@ncfilm.com](mailto:aaron@ncfilm.com) or (919) 733-9900.

## 2009-2010 Industry Calendar

Event	Date*	Location
<b>July 2009</b>		
Family Motor Coach Association International Convention	July 20-23	Bowling Green, OH
Southeast Tourism Society (STS) Marketing College	July 26-31	Dahlonega, GA
Destination Marketing Association International (DMAI) 95th Annual Convention	July 29-31	Atlanta, GA
NC Wine & Grape Council Quarterly Meeting	July 30	Winston-Salem, NC
<b>August 2009</b>		
NC Travel & Tourism Coalition	Aug. 10	Raleigh, NC
American Society of Association Executives (ASAE) Annual Meeting and Expo	Aug. 15-18	Toronto, Ontario
NC Travel & Tourism Board Meeting	Aug. 18	Raleigh, NC
2009 National Business Travel Association (NBTA) Annual Convention	Aug. 23-26	San Diego, CA
Student Youth Travel Association (SYTA) Annual Conference	Aug. 28-Sept. 1	Norfolk, VA
Educational Seminar for Tourism Organizations (ESTO)	TBD	TBD
<b>September 2009</b>		
Southeast Tourism Society (STS) Fall Meeting	Sept. 9-11	WV
2009 Toronto International Film Festival	Sept. 10-19	Toronto, Ontario
U.S. Travel Association's Travel Leadership Summit	Sept. 15-16	Washington, D.C.
Cycle North Carolina Mountains to the Coast Tour	Sept. 26-Oct. 3	TBD
CAA Niagara Travel Show	TBD	Niagara, Ontario
Charlotte Film Festival	TBD	Charlotte, NC
Cucalorous Film Festival	TBD	Wilmington, NC
Economic Development Board	TBD	TBD
German Sales Mission	TBD	Germany & Switzerland
Mid-Year Marketing Update	TBD	Raleigh, NC
<b>October 2009</b>		
National Trust for Historic Preservation Conference	Oct. 6-9	Nashville, TN
NC State Fair Wine Competition	Oct. 7-8	Raleigh, NC
TEAMS 2009 (Travel, Events and Management in Sports)	Oct. 13-17	Las Vegas, NV
U.S. Travel Association's Marketing Outlook Forum	Oct. 26-29	Little Rock, AR
NC Wine & Grape Council Quarterly Meeting	Oct. 29	Raleigh, NC
2009 AAA Travel Conference	TBD	TBD
2009 Society of American Travel Writers Annual Conference	TBD	TBD
AAU National Convention (Amateur Athletic Union)	TBD	TBD
Canadian Sales Mission	TBD	Toronto & Montreal
Celebrate NC Wines	TBD	Raleigh, NC
National Conference on Outdoor Drama	TBD	TBD

\*Dates subject to change.

Event	Date*	Location
<b>November 2009</b>		
NSA National Convention (National Softball Association)	Oct. 31-Nov. 5	Panama City Beach, FL
Ecotourism and Sustainable Tourism Conference	Nov. 2-4	Portland, OR
Ontario Motorcoach Association	Nov. 8-11	London, Ontario
World Travel Market	Nov. 9-12	London, England
National Tour Association (NTA) Annual Convention	Nov. 14-18	Reno, NV
NC Travel & Tourism Coalition Annual Board Retreat	Nov. 18	TBD
Association of Film Commissioners (AFCI) Cineposium	TBD	TBD
Cultural & Heritage Tourism Alliance Conference	TBD	TBD
Economic Development Board	TBD	TBD
USSSA National Convention (United States Specialty Sports)	TBD	TBD
<b>December 2009</b>		
United States Tour Operators Association (USTOA) Conference & Marketplace	Dec. 8-10	Banff, Alberta, Canada
NC Travel & Tourism Board Meeting	Dec. 15	Raleigh, NC
Southeast Tourism Society (STS) December Board of Directors Meeting	TBD	TBD
<b>January 2010</b>		
NSCAA Annual Convention (National Soccer Coaches)	Jan. 13-17	Philadelphia, PA
American Bus Association (ABA) American Bus Marketplace	Jan. 15-19	National Harbor, MD
CMT Stuttgart	Jan. 16-24	Stuttgart, Germany
Sundance Film Festival	Jan. 21-31	Park City, UT
North Carolina Motorcoach Association Annual Meeting	Jan. 28-Feb. 1	Durham, NC
National Association of Television Program Executives	TBD	Las Vegas, NV
NC Bed & Breakfast Association Meeting	TBD	TBD
<b>February 2010</b>		
Destinations London	Feb. 4-8	London, England
Hamburg Reisen	Feb. 4-8	Hamburg, Germany
NC Wine & Grape Council Quarterly Meeting	Feb. 5	Greensboro, NC
f.r.e.e Munich	Feb. 18-22	Munich, Germany
<b>March 2010</b>		
International Tourismus Borse (ITB)	March 10-14	Berlin, Germany
South by Southwest (SXSW) Film/Interactive	March 13-22	Austin, TX
NC Governor's Conference on Hospitality & Tourism	March 21-23	New Bern, NC
Southeast Tourism Society (STS) Spring Meeting	March 22-24	TBD
Montreal Golf Show	TBD	Montreal, Quebec
National Main Street Conference	TBD	TBD
Toronto Golf Show	TBD	Toronto, Ontario

\*Dates subject to change.

Event	Date*	Location
<b><i>April 2010</i></b>		
Full Frame Documentary Film Festival	April 2-5	Durham, NC
Travel South USA Showcase	April 10-14	Birmingham, AL
NASC Sports Event Symposium	April 13-15	Greensboro, NC
NTA 2010 Tour Operator Spring Meet	April 16-18	Seville, Spain
Cycle North Carolina – Spring Ride	April 17-19	Washington, NC
RiverRun Film Festival	April 22-29	Winston-Salem, NC
NC Wine & Grape Council Quarterly Meeting	April 29	Raleigh, NC
AFCI Locations Trade Show	TBD	Santa Monica, CA
Blue Ridge Parkway Area AAA/CAA Fam Trip	TBD	TBD
UK Sales Mission	TBD	London & Edinburgh
U.S. Travel Association's TravelCom	TBD	TBD
<b><i>May 2010</i></b>		
27th Annual National Tourism Week (NTA)	May 8-16	TBD
North Carolina Tourism Day	May 11	Raleigh, NC
U.S. Travel Association's International Pow Wow 2010	May 15-19	Orlando, FL
Cannes Film Festival	TBD	Cannes, France
Domestic Sales Mission Spring 2010	TBD	TBD
<b><i>June 2010</i></b>		
Southeast Tourism Society (STS) Summer Board of Directors Meeting	June 18-19	TBD
2010 International Heritage Areas Development Conference	TBD	TBD
State Games of North Carolina	TBD	Charlotte, NC

\*Dates subject to change.



# north carolina

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